

"Tobacco and the Health of a Nation" was also discussed in a matted story which reproduced one of the health charts from the pamphlet. To date, clippings have been seen in over 50 small-town papers.

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## Health of Americans Making Great Progress

The health of Americans is making such progress that a new population explosion is taking place at the other end of life's cycle.

Back in 1900, the average span of life in the U.S. was about 47 years. Today the average lifetime is nearly 70 years. Americans 65 years or older today number 16,000,000. By 1980, these "senior citizens" will number about 26,000,000.

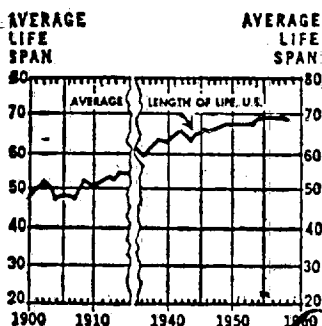
Facts such as these are forcing a closer look at many unfounded and unsubstantiated "health scares" that occasionally hit the headlines.

They have led, for instance, to the issuance of a report called "Tobacco and the Health of a Nation" by The Tobacco Institute, Inc. This leaflet cites facts and figures from U.S. Government and other authoritative reports to show the great advances in health made since the turn of the century.

Death rates from all respiratory diseases have plummeted in the past 60 years to about one seventh of the level in 1900. The height and weight of young people has increased. The death rate from heart ailments has declined, when the age of the population is taken into account.

Reprinted from the leaflet, the following chart shows the trend in the longer life of citizens of the U.S.

ESTIMATED AVERAGE  
LENGTH OF LIFE  
IN YEARS



Source: U.S. Vital Statistics

"These facts and figures show the tremendous advances made in the health of our people," said Edward F. Ragland, vice-president of The Tobacco Institute, Inc. "Tribute should certainly go to the medical profession and the drug industry, as well as to our high standards of nutrition, for helping to give us a longer, healthier life."

"Those who attack cigarettes by blaming them for all kinds of health problems seem to overlook the fact that these health improvements also have occurred during the same period that the cigarette was constantly gaining widespread favor as the most popular form of tobacco use."

Other points covered in the leaflet include these:

1) In 1900 death rates from major lung ailments were 700 per cent higher than today, lung cancer included.

2) Death rates for major heart diseases, when age-adjusted to allow for more people living into older age brackets, now are lower than at any other period since 1900.

3) The average height and weight of young men has shown a steady increase since 1900. Physical measurements of freshmen at one major university have gone up more than two inches in height and more than 20 pounds in weight since the turn of the century.

Copies of this pamphlet, which are obtainable free from The Tobacco Institute, Inc., 910 Seventeenth Street, N. W., Washington 6, D.C., also reveal how hundreds of doctors and scientists, here and abroad, continue to seek more knowledge about lung cancer, known to be a complex disease that cannot now be explained by any simple cause and effect answer. This work is supported by millions of dollars from public and private agencies.

An extensive program in this area is supported by the Tobacco Industry Research Committee which by 1960 has provided \$3,700,000 for independent scientific research into such problems as cancer and heart disease.

Grants are made to research scientists who then independently conduct their work and publish their findings. Scientific studies show that much more research needs to be conducted into many possible factors before definite answers to cancer, including lung cancer, will be forthcoming.

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